Sector Initiatives and Youth: Lessons from Per Scholas and District 1199C Training & Upgrading Fund

Webinar

2014 NNSP Virtual Conference

December 10, 2014

INSIGHT
CENTER FOR COMMUNITY
ECONOMIC DEVELOPMENT

NNSP **National Network of Sector Partners**
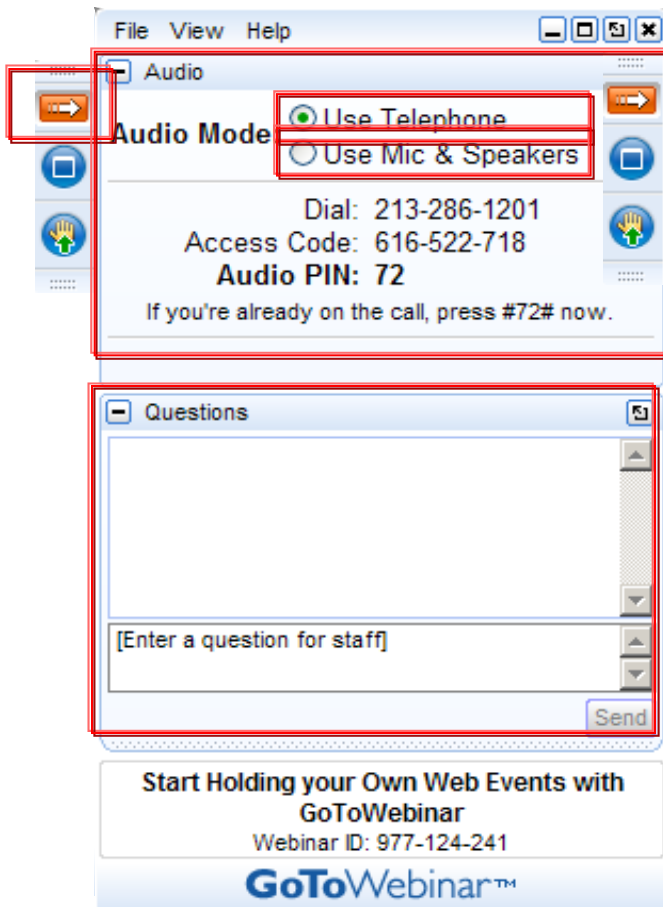Linking Industries, Communities and Workers

Angie Kamath
Executive Director
Per Scholas

Cheryl Feldman
Executive Director
District 1199C Training & Upgrading Fund

Makeeda Holley
Director of Workforce Development
District 1199C Training & Upgrading Fund

- Open and close your Panel

- Check your audio

- Submit text questions

Note: this webinar is being recorded. After the webinar, links to the recording, slideshow, and supporting materials will be sent to the e-mail address you provided. They will also be posted to the virtual conference resource page: http://www.nnsp.org/nnsp-vconf-resources.html.

Tomorrow's (final) webinars

Thursday, December 11
9:00 – 10:30 AM Pacific

Sector Initiatives and Career Pathways - Policy Lessons from the Alliance for Quality Career Pathways

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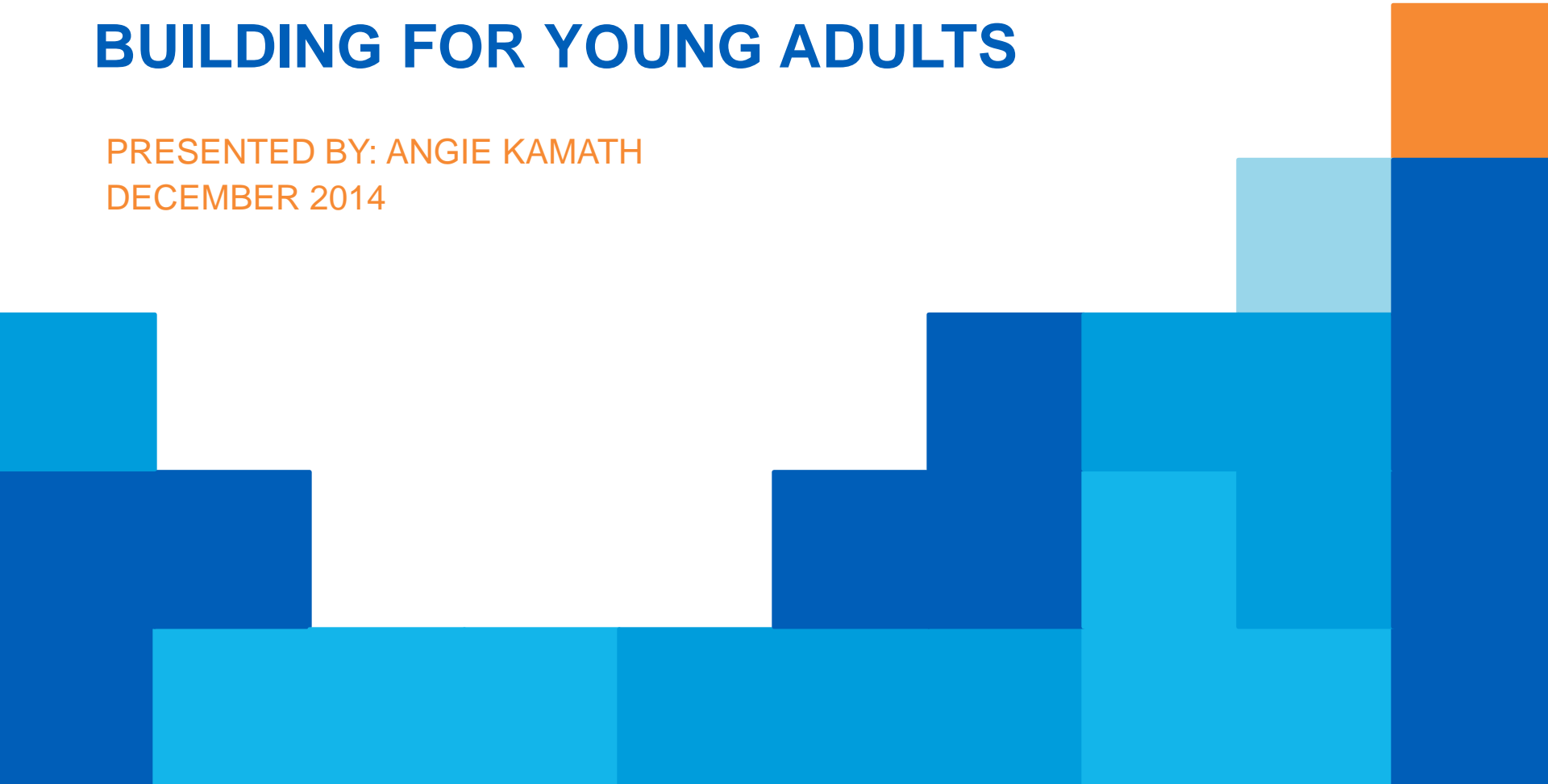
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Participate in online discussion and networking about apprenticeships and sector initiatives after this webinar.

PER SCHOLAS: 21ST CENTURY SKILLS BUILDING FOR YOUNG ADULTS

PRESENTED BY: ANGIE KAMATH

DECEMBER 2014

AGENDA

- ORGANIZATIONAL OVERVIEW
- WHY WE DECIDED TO FOCUS ON SERVING YOUTH BETTER
- HOW WE CHANGED/TWEAKED THE PROGRAM MODEL
- WHAT IMPLEMENTATION LOOKS LIKE

Per Scholas as a Sector Expert

- Workforce development expert in the IT field

- 16 years providing high-quality technology training and industry certification prep to unemployed and underemployed adults

- Work with over 150 employers and industry partners to provide technical job training and job placement opportunities in entry-level and mid-level IT jobs

- Have served more than 4,500 adults through our IT-Ready job training and placement programs

- Currently serve 350 students per year, graduating 85% of students and placing 80% of graduates into IT employment

Organizational Overview

- **MISSION**
  - Per Scholas is a social venture nonprofit organization that provides IT training, job placement, and career advancement coaching to create a strong pipeline of entry and mid level workers in technology infrastructure and networking opportunities.
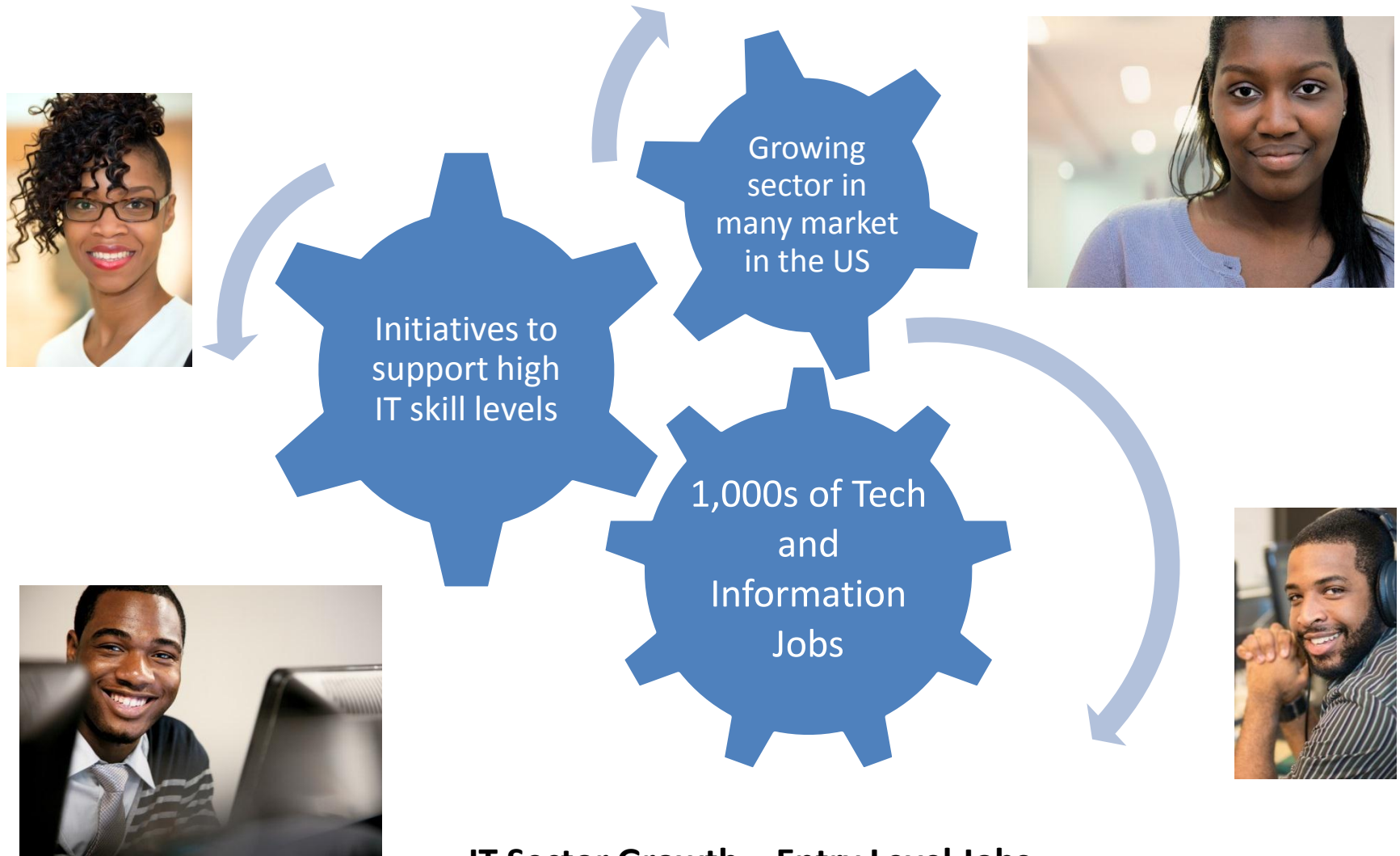
- **HISTORY**
  - Founded in 1994, Per Scholas uses technology to address the skills divide and offer employers in the IT community qualified talent to grow their businesses.
  - In 2012 with the support of CompTIA, Per Scholas launched a national expansion of its programs with 4 sites operating by mid 2014 (Dallas, Texas is slated to open in late 2014).

- **ACCOMPLISHMENTS**
  - Trained over 5,000 adults (18+) for IT professions with offices in Bronx and Brooklyn, NY, Cincinnati and Columbus, OH, and Silver Spring, Maryland.
  - Annual training of over 580 individuals per year in NYC, with 85% certification rates (A+ and Net+ credentialing), and 80% placement rates in help desk support and networking support specialist roles.

The Opportunity

Growing sector in many market in the US

Initiatives to support high IT skill levels

1,000s of Tech and Information Jobs

IT Sector Growth = Entry Level Jobs

Thousands of IT jobs exist that are accessible to high school graduates

Employer Driven Training Model

Population Served
- Ages 18 + unemployed, underemployed
- Youth (18-24)
- Returning Veterans
- Women and Dislocated Workers

Recruitment and Assessment
- Individuals must have GED or HS Diploma
- Interviews conducted to gauge interest in career in technology
- Process is selective

Program Curriculum
- A+ and Network +Certification Training (13 weeks)
- A+ and CCNA Certification Training (18 weeks)
- Software testing Training (8 weeks)
- Career Development training

2-year Follow-Up
- Wrap-around and employer-assist services
- Connection to post secondary education
- Advanced certifications offered depending on funding

Why "IT" for Young Adults?

- Entry-level jobs in IT are well-paying and require clear, industry-recognized credentials that can be obtained *without* a college degree

- Citywide, 70% of youth who are "disconnected" (not in school, not at work) hold a high school diploma or GED, the minimum requirement for most IT jobs

- Jobs in IT foster both technical skills and high-level communication and customer service skills, resulting in a transferable employment experience, should the young adult choose another field later in their career

Career Tracks

Help Desk Support/Network Administration

- 13 week, full-time training
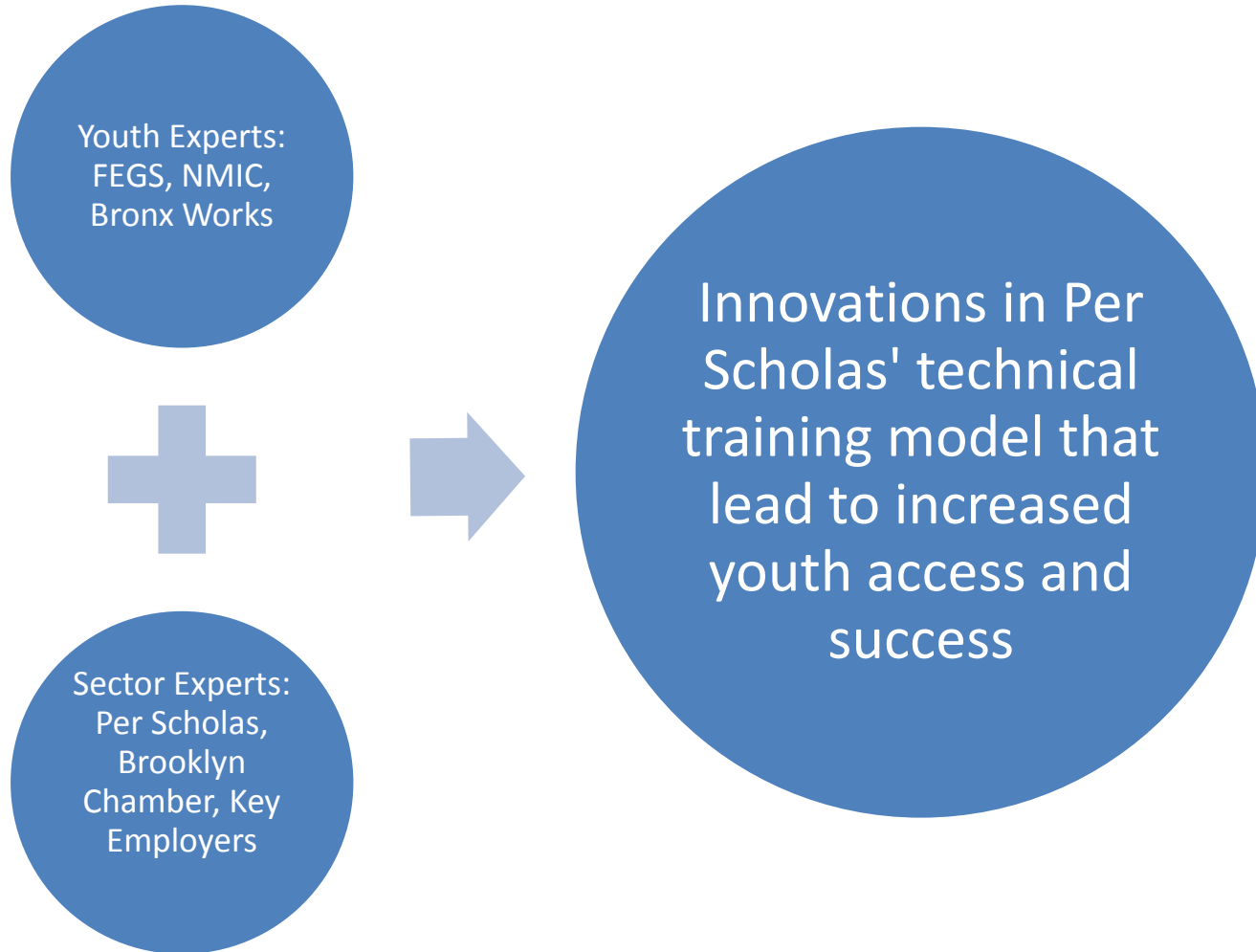- CompTIA A+ and Net+ Credential

- **$28-32K/yr; benefits**
- **Barclays, Bloomberg LP, ASI, Time Warner Cable**

Software Testing

- 8-10 week full-time training
- Industry developed curriculum

- **$32-40K/yr; benefits**
- **Qualitest, Virtusa, Cognizant**

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The Partnership Solution

Youth Experts: FEGS, NMIC, Bronx Works

Sector Experts: Per Scholas, Brooklyn Chamber, Key Employers

Innovations in Per Scholas' technical training model that lead to increased youth access and success

Sector Strategy

Increase Youth Access

1. Build a 5-6 week remediation/ preparatory tracks to Per Scholas training

2. Build capacity of youth development partners to recruit for IT labor market

Increase Youth Success

1. Increase academic and social service support during training

2. Engage employers on opportunities presented by Millennial workforce

Impact Sector

1. Create pipeline for entry-level jobs that don't require a degree

2. Onshore/reshore entry level IT jobs as costs overseas continue to escalate

Implementation Lessons

- THE YOUTH DEVELOPMENT INSTITUTE (YDI) CONDUCTED AN END TO END OPERATIONAL ASSESSMENT TO DETERMINE HOW WELL THE ENTIRE MODEL ALIGNED WITH YOUTH DEVELOPMENT PRINCIPLES (8 MONTHS)
  - Staff trainings
  - Recommendations for case conferencing, bridge programs pre-program and post-graduation
  - Need to motivate all students continuously

- PLANNING PROCESS WAS SUPPORTED WITH FUNDS, LEARNING COMMUNITY WORKSHOPS, FUNDER BRIEFING
  - Important to create time and space to look internally
  - Hired a part time project manager to coordinate the planning process
  - Partners in the planning process were not necessarily partners for the long term

- INTEGRATION WITH THE ADULT PROGRAM WAS CRITICAL (WE DID NOT WANT TO CREATE TOO MANY DIFFERENCES WITH THE YOUTH)
  - Bridge literacy program for youth only as on-ramp
  - Youth case worker to be on hand for all young adults
  - No stipends or special considerations for youth (some supports available to everyone)

- NEED TO CREATE NEW PARTNERSHIPS
  - High schools
  - Community Colleges
  - Still working on this!

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Thank You!

Parting Thought:

- After hearing this presentation, what would it take to consider expanding or improving your services to youth?

Contact Info:

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1199C Training and Upgrading Fund
Helping Today's Healthcare Workers Prepare for Tomorrow's Workplace

Preparing Youth for Careers in Healthcare

Cheryl Feldman & Makeeda Holley

December 10, 2014

Agenda

- Training Fund experience serving youth in variety of programs

- Evolution of youth programming at the Training Fund

- Common elements across youth programs

- Lessons learned

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Background & Context

- The Training Fund serves over 5000 incumbent workers, low income residents, and the unemployed annually including 500 youth (under 25 years old)

- 40 year old Labor Management Partnership committed to creating a robust youth pipeline into health careers with leveraged resources and partnerships

- Long term commitment to youth began in 1981 with the founding of the first healthcare academy

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Youth Partnerships

- School District and Philadelphia Academies Inc.
- Philadelphia Youth Network
- YouthBuild Charter School
- Community College & other higher education partners
- Community Legal Services
- Human Service Organizations
- Clinical and Medical School affiliations

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Multiple Pathways

2013-14 Programs		Ages Served	# Served	Outcomes
GED to College	Out of School	17-21	35	GED; Post-Secondary Placement
Nurse Aide Training	Out of School	17-21	40	Industry Recognized Credential; Employment Placement
21st Century Healthcare Program	In-School	HS Juniors and Seniors	50	HS Diploma; Post-Secondary Placement
Summer WorkReady Program	In-School	7th graders through HS Students	60	Career Exposure
Quest Biotechnology Program (2012)	In-School	11th graders	30	Career Exposure
YouthBuild Charter School	In-School	17-21	60	Industry Recognized Credential/Employment/Post-Secondary Placement
College & Career Readiness Program	Out of School	Over 16	250	Employment/Post-Secondary Placement

Capacity Building Process

2012-2013 Capacity Building grant supported design of a youth development department:

- Created a "Youth Team"

- Developed philosophy and approaches that are applicable across youth programs

- Explored the way staff work together and agreed upon areas where additional supports were needed

- Developed evaluation metrics and collaborative strategies around recruitment, assessment, and instruction.

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Philosophy/Approach

- Three integrated pillars: academic, professional and technical skill development

- Employer engagement critical to work-based learning

- Multiple pathways are needed to support youth with a variety of opportunities: for credential attainment, employment, college

- Grounded in an inquiry based approach, each student is supported in the development of 21st Century Skills

- Support services

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Work-Based Learning

- Job shadowing

- Internships

- Simulation experiences

- Employer panels and workshops

- Tours of worksites

- Apprenticeships

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Next Steps for Work-based Learning

- Understand employer expectations

- Develop project-based learning opportunities that link the classroom and work-based experiences

- Scaffolding work-based learning opportunities

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Training Fund Youth Programming

Drexel University Visit

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Common Program Elements

- Intensive and accelerated academic course work
- Integrated 21st Century skill development
- Career awareness and exposure: e.g., Simulation Laboratory experiences
- Career pathway mapping
- Work-based learning opportunities designed with employers, including paid internships
- Service Learning projects
- Career Coaching
- Employment assistance: job development, job placement, retention support
- College application and financial aid support
- College exposure, through tours and shadowing
- Dual Enrollment opportunities
- Mentorship

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Training Fund Youth Programs

College Tour

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Lessons Learned

- Importance of developing a coherent philosophy and approach to youth work

- Developing an infrastructure with sufficient resources and staff

- Developing collaborative relationships and programming support with adult programs in the agency

- Integrating program improvement and staff development

- Importance of partnerships and employer engagement

- Scaffolding work-based learning opportunities with project based activities

- Importance of the youth voice

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Contact Information

Have you considered expanding your current programs and services to include more youth?

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After the webinar….

Webinar Survey

1. The webinar met my expectations.
   - Agree
   - Somewhat agree
   - Somewhat disagree
   - Disagree

2. The webinar improved my understanding of the topic.
   - Agree
   - Somewhat agree
   - Somewhat disagree
   - Disagree

3. The webinar presenters were knowledgeable and effective.
   - Agree
   - Somewhat agree
   - Somewhat disagree
   - Disagree

4. The webinar technology worked well.
   - Agree
   - Somewhat agree
   - Somewhat disagree
   - Disagree

5. What suggestions, if any, would you make to improve this or other future webinars?

Close

Thank you!

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thanks